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**From:** Michael Eddy [meddy@usaid.gov]  
**Sent:** 12/11/2018 7:29:08 PM  
**Subject:** USAID/BRAZIL - Newsletter November/2018

Esteemed colleagues--

Please find below (with links) the November/2018 version of our USAID/BRAZIL - monthly newsletter. We've recently adopted this more up to date format to allow for links to project videos, to partners webpages and other content. This month's issue includes a headline piece on our successful (and historic) 1st Amazon Biodiversity Impact Investment Forum for the Amazon last month in Manaus.

As always please let us know if you have any questions or concerns and/or know anyone else who would be interested in this newsletter.

Very best regards-

**Michael J. Eddy**  
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Partnership for the Conservation  
of Amazon Biodiversity (PCAB)



PCAB Newsletter - November 2018



Over R\$ 1million awarded to Amazon startup companies at the Sustainable Business and Investment Forum

The I Forum of Impact Investment and Sustainable Business in the Amazon ended on Wednesday (14/11) in Manaus with an allocation of R\$1.1 million to four small sustainable businesses from the region. A further four businesses - Sustente, Onisafra, Da Tribu and Broto were awarded the PPA Prize, receiving R\$ 60 thousand in investments.



Amazon flavors find their way to markets  
at big Brazilian cities through socio-  
environmental impact businesses

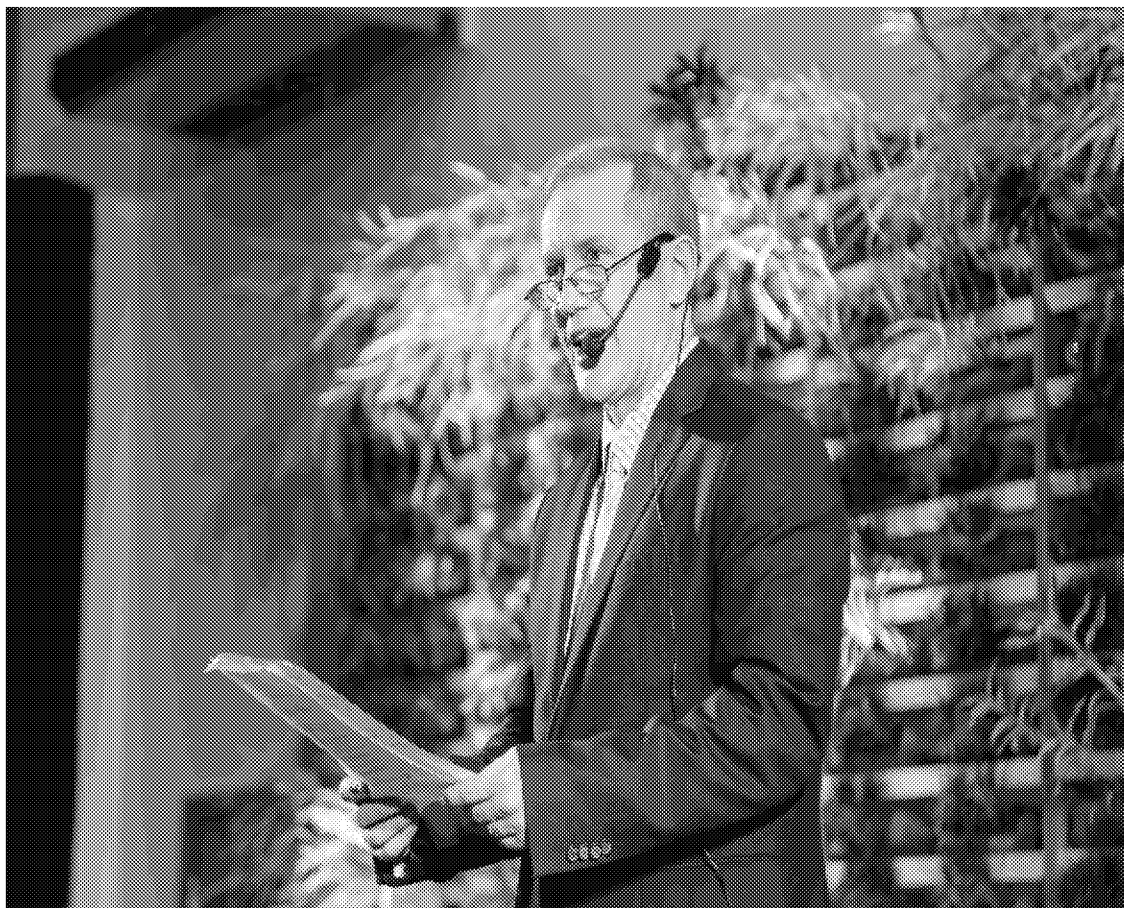
Panel during FIINSA discussed how  
companies can explore new markets with  
food products from the Amazon.

## Challenges and opportunities for Amazon impact investment

A comprehensive study identifying investment mechanisms, types of enterprises, value chains, obstacles and investment opportunities for impact business in the Brazilian Amazon was launched by SITAWI – a PCAB partner, during the First Forum of Impact Investment and Sustainable Business in the Amazon.

[Click here to access the study \(Available in Portuguese\)](#)





USAID's Acting Assistant Administrator for Latin America and Caribbean Bureau, Dr. Steve Olive, attended and provided keynote opening remarks (in Portuguese) at the historic 1st Forum of Impact Investment & Sustainable Business in the Amazon, November 13th in Manaus, the capital of Amazonas, a state larger than Texas that maintains 97.5% of its territory covered by Amazon tropical forests. In his opening remarks at the Forum, Dr Olive noted that "Whenever Brazil and US are working as friends towards the same result, we have prosperity and achieve transformative results". He added that USAID's Administrator, Mark Green recognizes the importance of this partnership. "I see today's event as an important milestone in our relationship with Brazil. We are big supporters of programs like the PPA and the Investment Forum, that focus on innovation, science and technology, led by the private sector, with the ultimate goal of biodiversity conservation". He congratulated the companies that form the PPA Board for their vision and collaboration and congratulated them on their success.

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**Video Series: Biodiversity Participatory Monitoring** - USAID/ Brazil's partnership with Brazil's Ecological Research Institute –IPÊ– supports the Chico Mendes Institute of Biodiversity (ICMBio) in the development and implementation of biodiversity monitoring protocols that will be applied across the county's protected areas and conservation units in the Amazon.

Local teachers in Amazon State devise projects to engage youth in conservation and environmental education

In November, two specialists of the US Forest Service ran a workshop for teachers, Amazonas State officials, and decision-makers from diverse NGOs.



Indigenous People Wai Wai and Baniwa exchange information on the production and commercialization of powder pepper

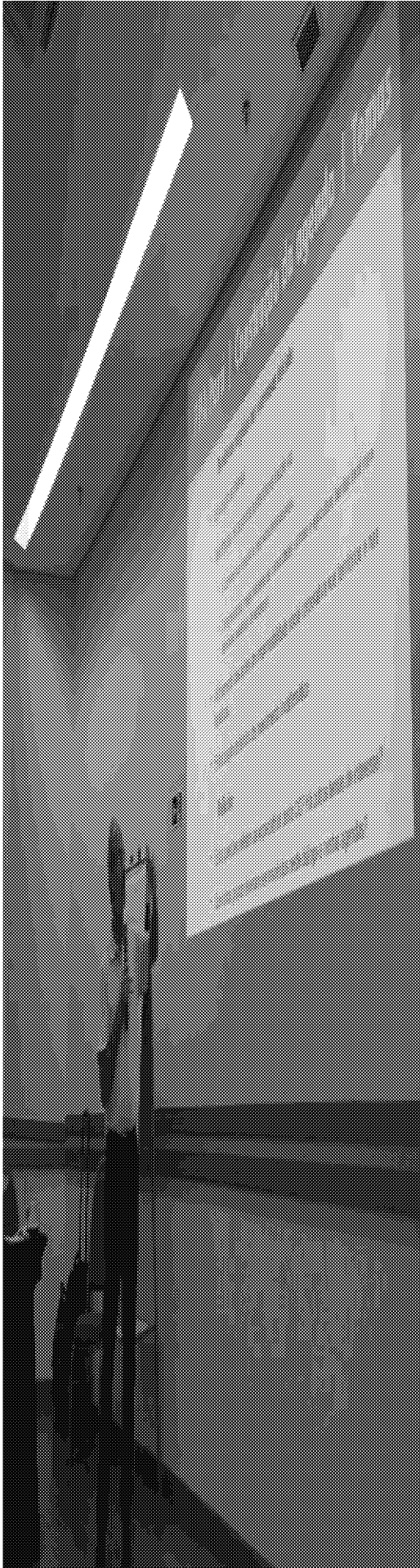
From October 28th to the 30th, ECAM and The Institute of Agricultural and Forest Management and Certification—Imaflora—facilitated an exchange between the Wai Wai and Baniwa indigenous peoples in São Gabriel da

Cachoeira, Amazonas. The Wai Wai population, who live in the Mapuera River in the North of Pará state, have always produced and used a pepper powder (called “assissi”) in their diet.

Young people from Faro, Terra Santa and Oriximiná debate social media and learn media literacy

ECAM has conducted “Educommunications” workshops between the 24th and 31st of September in the Faro, Terra Santa, and Oriximina municipalities of Pará state as part of the Sustainable Territories Program. The objective was to learn the advantages, benefits, and dangers of social media and fake news.





**PPA Pará First Meeting** – On November 8th the members of the future chapter of the PPA in Brazil's Pará state gathered to discuss the role of businesses in the development of the Amazon. Companies like Cargill, Hydro, Imerys and Natura took part in the meeting. The new branch in Para will be coordinated by the Peabiru Institute, broadening the PPA's actions in the Amazon, and catalyzing relationships and partnerships between members on important themes for the region. [Read more on the PPA's website.](#)

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## RECENT AND UPCOMING EVENTS

**USAID is looking for creative ideas to solve any global development problem. Anyone, anywhere can apply at any time!** - USAID's open innovation program - Development Innovation Ventures (DIV) - is accepting applications to test and scale breakthrough solutions to any global development challenge. USAID will provide tiered grant funding to test new ideas and invest in solutions that demonstrate rigorous evidence of impact, cost-effectiveness, and a viable pathway to scale.

[Learn how to apply to USAID's Development Innovation Ventures!](#)

**Apply Knowledge Globally** - At the end of October, two Forest Service employees joined Brazilian counterparts to lead a seminar in support of the development of a planning framework to characterize and evaluate the sustainability of natural resource use in Brazil. [Read more at USFS website.](#)

Workshop on the Pirarucu (one of the biggest Amazonian fishes) value chain discussed challenges and opportunities. The meeting brought together representatives from the US Forest Service, Mamirauá Institute, Native Amazon Operation (OPAN), ICMBio, the Carauari Farmers Association (ASPROC) and others on 11 to 16th November. Among the challenges are access to better markets, and lack on investment on the value chain. [Read more at Em Tempo \(in Portuguese\).](#)

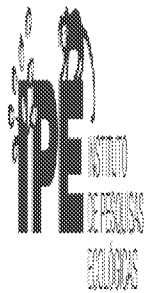
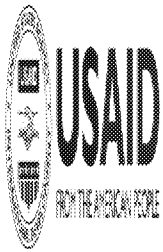
**27-28 November – 3rd Pirarucu Monitoring Protocol in Conservation Units Workshop in Manaus–** The Chico Mendes Institute of Biodiversity (ICMBio) and National Center for Research and Amazon Biodiversity Conservation (CEPAM) in partnership with IPÊ held a workshop to finalize monitoring forms that will be used to collect bio ecological and socio-environmental data in areas where pirarucu fish are managed.

**27-29 November – 2nd Seminar on Integrated Management in Protected Areas of the South Amazon region –** The International Education Institute of Brazil (IEB), indigenous people and extractivists discussed proposals and present the results of current projects. Brasília, DF.

**5 December** – Round table will present and debate the impacts of bauxite mining in Brazil on the rivers used by riverine communities and quilombolas in Oriximiná, in Pará state. It will also be the launch of the book “The water used to be pure and healthy. Perceptions of the impacts and risks on mining in Oriximiná, Pará by riverine communities and quilombolas. Santarém, PA. The digital version of the book can be downloaded here (in Portuguese).

**10-12 December** – An internal “Pause and Reflect” meeting of USFS and Partners – PCAB implementation partners will identify achievements, best practices, challenges and opportunities to develop the management of the program. The objective is to reflect on the results to inform long-term planning of a continued partnership. Brasília, DF.

For those who have interest to see previous issues of USAID/Brazil’s reports, please visit the following page: <https://pages.usaid.gov/brazil/bi-weekly-reports>



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